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J – 1999

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, March 2020

Career Related First Degree Programme under CBCSS

Group 2 (a)

Journalism And Mass Communication And Video Production

Vocational Course IX

JC 1671 INTRODUCTION TO NEW MEDIA

(2014 Admission onwards)

Time : 3 Hours

Max. Marks : 80

PART – A

1. Answer all questions, in one sentence.

1. Hypertextuality
2. Digital Divide
3. Citizen Journalism
4. Microblogging
5. Open Source Software
6. Multimedia
7. Typography
8. Master Page

P.T.O.

9. Social Media
10. Information Society

(10 × 1 = 10 Marks)

PART – B

II. Answer **any eight** questions in **one** or **two** sentence

11. Demassification
12. Digital Media
13. Search Engine Optimization
14. Viral video
15. Digital Natives
16. Manuel Castells
17. Digital Culture
18. Invasion of Privacy
19. Web 2.0
20. Cloud Computing
21. User Generated Content
22. Convergence

(8 × 2 = 16 Marks)

PART – C

- III. Write short essay, each not exceeding **120** words, on any **six** of the following:-
23. 'New Media is creating a digital gap in our society'. Discuss.
 24. Why new media require us to rethink time/space relations?
 25. Online journalism opens a platform for everyone to become a journalist - Discuss.
 26. 'New Media is resulting into global news flow'. Comment
 27. Explain the various multimedia devices attached to a computer.
 28. Give a brief note on justification, leading and force justification.
 29. What is meant by formatting a document?
 30. What are the key characteristics of an Information Society?
 31. Write short note on Media Public Sphere.

(6 × 4 = 24 Marks)

PART – D

- IV. Write long essay, each not exceeding **500** words, on any **two** of the following:-
32. 'Internet is heterogenic'-State the potentials and limitations of internet in the scenario of globalization.
 33. "Digital technology has brought a dynamic change in our lives". Discuss.
 34. How does latest mobile phone technology help in decreasing digital divide in India?
 35. Discuss the features of an ideal website in terms of aesthetics in content and design?

(2 × 15 = 30 Marks)